

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 03833 291905Z

70

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 291729Z APR 75

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC

INFO SECSTATE WASHDC 3779

AMCONGEN ANTWERP

AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 03833

ON APRIL 24 GALERIES ANSPACH OFFICIALLY INAUGURATED ITS IN-
STORE PROMOTION FEATURING A WIDE VARIETY OF U.S. CONSUMER GOODS
IN ITS ELEVEN STORES SITUATED THROUGHOUT BELGIUM.

ON THE FOLLOWING DAY AMBASSADOR LEONARD K. FIRESTONE TOURED
THE MAIN STORE IN DOWNTOWN BRUSSELS AND CONSULTED WITH
COMPANY OFFICIALS. ACCORDING TO PRELIMINARY INFORMATION, THE
PROMOTION IS GOING VERY WELL, WITH SALES UP STRONGLY IN ALL
ELEVEN SOTRES. SHEETS, TOWELS, HAND TOOLS AND SELECTED APPLIANCES
ARE AMONG THE BEST PERFORMERS, AND COMPANY OFFICIALS ARE CONFIDENT
THAT A LARGE NUMBER OF ITEMS WILL BECOME PART OF THE STORES
PERMANENT INVENTORY
FIRESTONE

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NNN

Message Attributes

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Current Classification: UNCLASSIFIED
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Draft Date: 29 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
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Margaret P. Grafeld
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